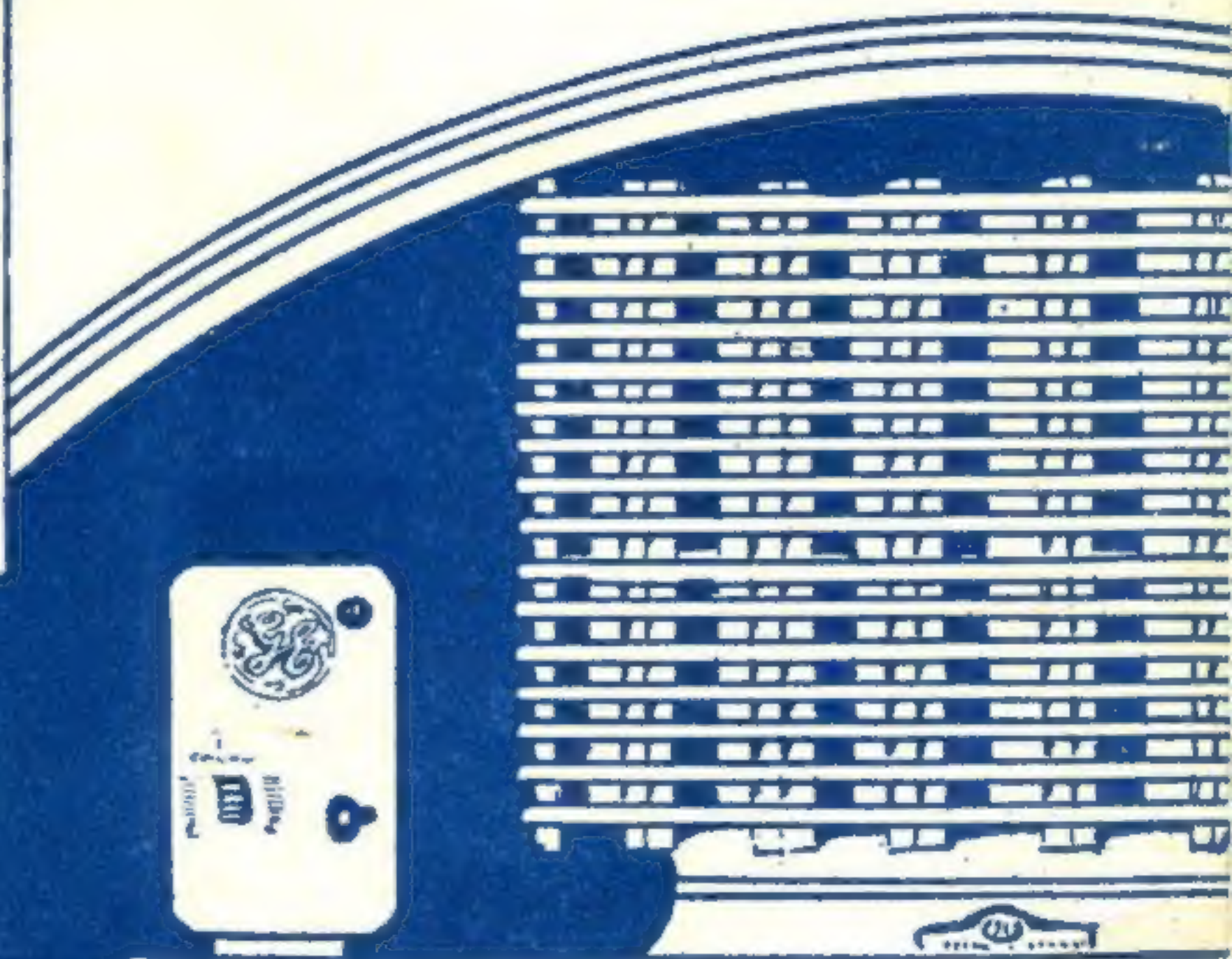




# PLAIN TALKS

MARCH  
9 3 1





# Confidence

*Businesses that grow and endure are built on confidence: confidence in the product and management policies on the part of those who conduct the business, and confidence in the personnel and practices of the company. Smart schemes and popularity may seem to move a business ahead temporarily, but when you get right down to rock bottom, you will find that the company that is moving steadily forward is that which enjoys the confidence of its customers, built up over a long period of fair dealing.*

*Each of us has his particular job. No one should be able to sell merchandise better than the salesman, no one read meters better than the meter reader, no one drive a street car or bus better than the operator. Each should be a specialist, and each should try daily to make himself more valuable in his particular job.*

*There is one task, that everyone, no matter what his job, should try to do better than the other fellow—one goal we're all working for—the building up in our minds and hearts of a firmer confidence in our company's policies and the product it sells, and the instilling of that confidence in our customers.*

*The one hundred seventy employees of this company who spent hours of time on research work in the preparation of talks for the public speaking contest are bound to have built up a stronger confidence in this business. Both the Company and the public it serves will benefit greatly from the added knowledge and the new understanding brought about by these talks. Those who labored in working out this program are to be congratulated. I know that those who took part in the contest were repaid by the fun they got out of it and by the added fun they will find in their work.*

*Tom Walker*



# VARIETY SHOW

## JAMBOREE UNCOVERS NEW TALENT

Vice President C. F. Terrell would make a grand ring-master in anybody's circus and he had ample opportunity to display his talent Saturday night, March 28, when more than 200 members of the Gulf States Utilities Company rallied around the bleachers at the Y.M.C.A. in Beaumont to see the fun in the biggest show of the year.

The curtain raiser saw the Mildew Tigers, Carl Jordan in white pants, Bill Kirwn in long pants, Joyce Cowser in blue pants and Tony Fontana and Harry Rafferty in short pants, make a determined assault on the Company regulars in a rough and tumble basketball game, only to go down on account of the larger score made by the opposing team.

A nifty between the acts divertissement was the cute capering of the Four Macs all dressed in green and doing an Irish Reel to a fine edge. Miss Betty Jean McChesney was one of the four who learned their steps at the Miriam Widman School of dancing.

### Troubadours

A. G. Mashburn and C. H. Ingraham of the Distribution department put on a special act of dialogue and song to the accompaniment of Mashburn's guitar and then the most uproarious and outrageous exhibition of basketball seen in these parts in many a year was staged when the Company Girls team, led by Evelyn Wallace and made up of Doris Futch, Dorothy Stahl, Dorothy Futch and Thelma and Clover South, met and defeated the pajama clad Iron Men of the office in as neat a display of wrestling, boxing, football, handball, volleyball and croquet as you'd want to see. The Iron Men were cheered to the fray by the flaming red sporting attire of Julius DeBouy. Others prominent in the classic were P. E. McChesney, Hubie Braunig, Leo Singleton, John McCann, Walter Chamberlin, Owen Floyd, Lon Watson, Bob Scott, and last but not least, Jimmie Linnehan. The efficient referee in both games was B. Mulford. Between halves Olaf Jacobsen, impersonating an indignant lady, gave Bill Buckley, an offending gentleman, the beating of his life.

One of the hits of the evening was the hunt that Fred Davis and Elizabeth Erickson made for each other about two tables. When their blindfolds were placed on there was only one table but when the hunt began each had a table and amid the hoots and whoops of the crowd they made a frantic circle about the boards.

### Shirt Snatchers

C. A. Hudson, a big bruising trainman, took Willie Hughes, a bus driver and no weakling himself, for a playful little tussle and succeeded in taking off quite a large amount of clothing before the referee stopped the match. As a wrestling match it was a wow, and got a big hand from the audience.

A. T. Denton on the horizontal bar and Joe Johansen and Bill Ricks on the mat gave the crowd an entertaining show in some intricate and difficult stunts.

Buck Weaver and Luke Leveque came in for their share of the applause in an impromptu speaking contest. The minute one stopped he had to hold a dime's worth of ice while the other talked. It passed from one hand to the other while the subject shifted from politics to prohibition and back again. It was followed by a tug o'war between the girls and the boys basketball team which ended in a draw.

### Close Harmony

The last act of the varied bill, if you discount the introduction of Jim Coltharp and his bride, was the close harmony of Olaf Jacobsen, Elmer Engman and his two brothers, David and Oscar. After a couple of well deserved encores the crowd filed into the eating room and ate.

The program committee who planned and staged the party consisted of N. C. Spencer, F. F. Johnson, Carl Jordan, R. F. Sorrells, W. A. Sherman, R. F. Scott, Mary O. Lilyerstrom and Kenneth Sutton.

The appreciation of the whole company is due T. H. Browne, Pat Ramsey and the Y. M. C. A. for their courtesy in providing the facilities of the Y for the party.



# FLASHES

FROM PARTY AT Y.M.C.A.



A cuppa cawtee  
'na sanwidge



JIMMIE LINNEHAN  
in short pants



DENTON  
"skins the cat"



JULIUS DEBOUY  
in tight pants



THE TROUBADOURS  
INGRAHAM + MASHBURN



G'WAN AN' SHOOT !!



LA-D-EE-S 'N GENTS  
Ringmaster...CHARLIE TERRELL



OVER THE WAVES



J.G.  
THE END OF A PERFECT PARTY



# Thirty-two Electric Range Sales in March!



There's scarcely any need to introduce these fellows to Plain Talks readers. Between them these five Beaumont district representatives placed 32 Westinghouse Automatic Electric ranges in the homes of customers in March! In our opinion, dat am sump'm!

On your left is the familiar smile of Ogden "Doc" Charlton of District 3 who sold 6 ranges during the month, besides making a big bogie in other appliances. Lloyd Brannan of District 10 sold 5 ranges to his customers. Frank Quaidy who fills the center of the picture with his broad smile and District 7 with electric appliances, sold more than \$2200

worth of merchandise in the "depression" including 7 ranges and 4 General Electric refrigerators.

Ernest Little who has just come into District 11 from Groveton cut loose the first full month he was on the job and sold 8 ranges and a General Electric refrigerator. He turned in 6 range sales in one day! And holding up his end of the line is Jerry Outlaw of District 2 who delivered 6 ranges during the month.

If that isn't putting KWH's to work, then the editor of Plain Talks is a colored hack driver!

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## Spring Garden Contest For Four Divisions Begins This Week

There's a bright shiny new hoe for the winner and a nice, fragrant bouquet of old and slightly used vegetables for the loser of the Spring Gardening contest which was announced April 1. According to the announcement the idea is to plant sales and raise the residential load, which would make the Spring Gardening contest the latest edition of the

Home KWH Sales campaign of last fall. In fact the rules of the two contests are similar, four divisions having been designated, the winner and loser to be determined by the percentage of gain in the growth of home KWH sales for a twelve month period ending June 30 over the figure for twelve months ending February 28.

Each division has been given a KWH tree neatly planted in the fertile soils of their respective territories, their roots finding nourishment in customer goodwill, and already blooming nicely. What is wanted is a bumper crop of the old KWH fruit.



## The Kwh Tree



Louisiana's tree was 555.3 KWH tall; Port Arthur's 454.4; Beaumont's 504.01; and Navasota's 583.42 KWH tall on March 1. The Spring Gardening Contest will cover the period from March 1 to June 30, when the winners will receive their rewards.

L. C. McClurkin, leader of last year's winning Navasota Division, is an old hand at spring gardening and allows that he and his farmers are not afeared of what these city dudes try to do in the way of fancy KWH fruit, but Parker Allen and Walter Sproule of Beaumont and Lake Charles are from down East, where crops are wrested from the rocky New England hills and they mean to show him a thing or two or three. J. B. (Pat) Bishop, the Port Arthur leader, is an old farmer himself and knows what to do in the face of a drouth or a bunch of bollweevils, so it looks as if the earth is due quite a little raking over before the fruit falls.

But the farmer has got to put in many a long day before he can haul away another load of hay. The hired hands will have to be out in the fields by sunup and stay there till sundown if the crop is harvested.

In the words of the editor of the first issue of the Home KWH News, who must be a young man since his fancy lightly turned to poesy,

"The KWH tree is strange indeed,  
And its rapid growth is what we need.  
The guys who must win must know  
their seed!"

"With whom was your wife quarreling last night?"

"Oh-er-she was scolding the dog."

"Poor beast—I heard her threaten to take the front door key away from him."

## Here's Interesting Reading— How Many of these Articles Have You Read?

Using your electrical equipment. N. B. Nichols, *Woman's Home Companion* 58:48, March 1931.

Power industry forecasts changes in the next ten years. *Business Week*, p. 23, January 28, 1931.

Sky is his blackboard (electric signs), L. Falkner, *American Magazine*, 111:78, March 1931.

Jolt for high light bills. V. MacMickle, *Nation* 132:96-8, January 28, 1931.

Floating electric power plant, S. S. Jacoma. A. T. Littlefield, *Scientific American* 144:160, March 1931.

Future of the large city. (Electric power question). W. S. Thompson, *American Mercury* 20:327, July, 1930.

Why not use more of our own goods? S. H. Hunter, *Electrical World* 97:371, February 21, 1931.

Mechanical and electrical equipment for the tall building. J. A. Sutherland, *Engineering News* 106:323, February 19, 1931.

Sales plan for every month jumps Brooklyn Edison volume 25%. E. A. Holmberg, *Sales Management* 25:326, February 21, 1931.

Statistical Survey of electrical utilities and manufactures with estimates of growth in business to 1940. Charts. *Electrical World* 97:41, January 3, 1931.

Electrical industry's future. L. W. Morrow, *Electrical World* 97:325, February 14, 1931.

They sell themselves. Laurence Wray, *Electrical Merchandising* 45:44, April, 1931.

3,000 table appliances in one month. P. E. McChesney, *Electrical Merchandising* 45:50, April, 1931.

An old lady visiting in a penitentiary said to a burglar: "Have you no plans for the future on the expiration of your sentence?"

"Oh, yes, ma'am. I've got the plans of two banks and a postoffice."



# With the Ladies

## Pot Hooks from the Steno Department

Pat McCollum is a new addition to our department, having replaced Bob Vernon, messenger. We are glad to welcome Pat in our department.

On March 19th we had a surprise party for "Miss Mary" at the home of Muriel Lamkin. We aren't telling ages, but there were 16 candles on the birthday cake.

The Tennis Club is progressing nicely. Eight girls from our department belong and are practicing twice each week at the Y.W.C.A. under the direction of Bess Neal.

Imogene Davis, Frances Emmer and Marie Stagg all had their Wisdom Teeth pulled so there will be no more "Wise Cracks" from these girls.

Pearl Krauel was a widow for two weeks, Ted being at the Officers Reserve Camp at San Antonio. We hope Ted never leaves home again.

Alice Lyons spent the week end of March 28th at her home in Sulphur, La.

## Interesting Programs

The February and March meetings of the Women's Committee were full of interest. At our February meeting we had as our guests Miss Wilton Edwards of Navasota and Imogene Seeley of Alvin and in March Miss Mary Magee of Groveton.

R. I. Morrison, Supervisor of the District Representatives outlined the features of the Westinghouse Automatic Range at our February Meeting and in March Sam Houston discussed the Electric Refrigerator which will be featured in April.

H. E. Braunig gave a splendid talk to the girls on the supervision of the Transmission and Distribution work of our Company, explaining the set-up of the organization and responsibilities of each unit an dindividual. We hope to have Hubie with us again at some future date.

## March Plain Talks

The "Four Maes" from the Widman School of Dancing presented a tap dance accompanied at the piano by Nita Hogan. This was greatly enjoyed.

At our March meeting Mrs. Mabel Johnson, Virginia Lightsey and Mattie Gray acted as the Refreshment Committee and served splendid eats. Delicious coffee was served complimentary by Van Sheffield of Longe Coffee Company.

Twenty one girls of the Women's Committee have signed up for tennis instruction under the supervision of Miss Bess Neal at the Y. W. C. A.

A new Bulletin is to be issued by the Women's Committee. A prize will be offered for the best name submitted for this bulletin. This bulletin will be strictly for the Women's Committee members.

## Texas Committee Wins Efficiency Contest

Word from Annie Laurie Beckman, State Chairman, advises that Texas won the Efficiency Contest which was held from October 1, 1930 to March 1, 1931.

The standing of the states in the contest follows:

Texas.....	51.89 avg. pts per member
Arkansas .....	51.79 avg. pts per member
Louisiana .....	49.89 avg. pts per member
Mississippi....	41.52 avg. pts per member
Oklahoma....	38.78 avg. pts per member

This is the first time Texas has won the Cup. Let's keep it. Arkansas came in with a mighty close second.

Our committee kept up a splendid attendance record during this period and sales of appliances added greatly to this score. More points were turned in by our Committee during this period than any other time during its existence. Our average attendance for the past five months has been 77.

The program committee for April consists of Ethel Sparks, Chairman, Ruby Rae Ridley and Irene Sullivan.

The Refreshment Committee includes Docia Moore, chairman, Ada Shaddock, Dorothy Futch and Delscie Miles.



# *Progress Award Winner Will Be Named April 17*

## *Stone and Webster Changes Set-Up*

A change in the set-up of the Stone & Webster organization will find Gulf States Utilities Company managed by Engineers Public Service Company instead of Stone & Webster Service Corporation after May 1. The officers of the new Company are C. W. Kellogg, president; W. E. Wood, Vice President in charge of Operations; B. C. Barnes, Vice President, and T. J. Hanlon, Vice President and Sponsor for Gulf States Utilities Company and other utility companies in the group of subsidiaries now controlled by Engineers, except Virginia Electric and Power Company and Puget Sound Power and Light Company.

Stone & Webster Service Corporation will still actively manage all the Stone & Webster companies, except subsidiaries of Engineers. Among the Service Corporation companies are Northern Texas Traction Company, Houston Electric Company, Galveston Electric Company.

The change in the set-up sees J. Frank McLaughlin going to Puget Sound Electric Company as President, succeeding A. W. Leonard, who becomes Chairman of the Board of that company. Jeff Alexander, formerly Manager of the Houston Electric Company, also goes to Puget Sound Electric Company as Vice President in charge of Sales. He will be succeeded by Bert Gray, formerly Claim Agent of the Houston Electric Company, as Manager.

Mr. Wood and Mr. Hanlon are expected to be at the general meeting of Gulf States Utilities Company in Port Arthur April 17 and 18.

## *General Meeting to be Held in Port Arthur*

The winner of the 1930 Progress Award will be announced at a banquet at the Goodhue Hotel in Port Arthur Friday night, April 17. A general meeting of the Company has been called to convene at the Goodhue Hotel at one o'clock in the afternoon and the banquet will see the climax of a year of effort on the part of every superintendent in the Texas Division to win the big silver cup on the best story of results made in 1930.

The Friday afternoon session will be taken up with discussions of operating and accounting problems. The banquet will be held at 7:30. The meeting will reconvene Saturday morning at nine o'clock with a discussion of sales problems and will adjourn at noon to enable all in attendance to reach home that afternoon.

Conjecture as to who the winner of the Progress Award might be has been rife since February 15 when the reports were given to the judges. For several weeks Commercial Manager P. E. McChesney, Comptroller P. R. Williams and Vice President C. F. Terrell have been weighing their fine points. It has been a big job to pick the winner. But that's a story that will have to wait until the general meeting.



# *Playing with Clouds*

## *Engineer Tells How He Built His Own Monoplane at Home*

By H. A. Duncan

Engineering Department



Since man first observed the fowls of the air in flight, he has had an urgent desire to acquire wings and soar above the clouds with the rest of the "birds". History and legend tells us that ambitious men have at various times, in ages past, made for themselves wings, but failed to realize their hopes of flying, and only in the past few years have they really succeeded in their efforts to defy the law of gravity.

From the time I had my first contact with an airplane, I have dreamed of flying, of owning my own plane—but not until two years ago did I think of building one. A young fellow in Port Arthur began the construction of a monoplane but did not complete it. He offered it for sale in its incomplete state. I purchased it and brought it home, intending to finish the job, but upon removing the fabric covering, it was found that the weather had completely ruined the entire structure. I discarded every part of it, getting only the experience of buying it and hauling it home out of the deal. I was still determined to build a plane, so the necessary material was purchased, bit by bit, and the construction of a conventional type monoplane was begun. This was in June 1929. There was only time after office hours and Saturday afternoons to work on it. About the first of Spring, 1930, Fred Lofland became associated with me in the work, continuing until the plane was finished. Another member of the Engineering Department also gave valuable assistance in the work. Finally, after approximately 390 hours of painstaking effort, the little blue and orange monoplane, "Skyrover" was ready for the air.

In the late afternoon of July 3rd, 1930, we hauled the little ship out to the municipal airport. Bright and early the morning of the 4th found Lofland and me out on the field tuning the ship for it's first flight and in the presence of a half dozen men, an experienced pilot climbed into the cockpit, adusted the safety belt, "revved" the Model A Ford motor and taxied down to the end of the runway to get the "feel" of the controls while on the ground. It responded so well, the pilot told me later, that he could not resist the temptation to hop off. Heading it into the wind, he "gunned" the motor, the tail came up and after a run of about 150 feet the little ship took off of it's own accord. This flight was "unofficial" (I had promised another pilot that he could have the honor of making the first "official" flight) and lasted only a few seconds at a height of about five feet.

I was convinced that it would fly, but of course, wanted to see it make a longer flight. In the afternoon, the "official" pilot climbed in, taxied across the field, headed into the wind and again the little ship took off. But for some reason he set it down, ground looped it and stood it on its nose, splintering the propeller and bending the axle. After making repairs, the ship made several short hops with different pilots at the controls later that month.

At present several minor changes are being made and some time this coming Spring or Summer it is hoped to have the little plane ready for the air again. Barring accidents, I feel assured that it will perform in a satisfactory manner.

No, I do not fly—yet, and have never been at the controls of any plane other than "Skyrover", but when she does make a REAL flight with an experienced pilot at the controls,—but that will be another story.



# Telling the World

## Modern Demosthenes Makes His First Radio Speech

By Rufus Sorrells

Production Department



The radio is a wonderful thing,—on one end. How many hours I have spent sitting beside the radio listening to sweet voices in song, inspirational talks or comedy. How many times I thought how swell it must be to have one's voice carried to the four corners of the earth. How many times I have wished that it could be my voice that cut such capers.

Then came my big moment. I had just participated in a public speaking contest sponsored by the N. E. L. A. and had won second place in the Company. A few days later my phone rang and there came a request for me to make my little oration on the radio the following night. "Well," I said, "I have two or three other engagements but I believe I can crowd in the time if you insist." (I would gladly have missed a dinner engagement with President Hoover to make the speech, but I had to keep my composure.)

Then the preparation began. I already knew every one of the two thousand and fifty five words of the speech in their natural or reverse order. You could just state a number and I could start with the corresponding word in my speech and go forward or backward, but this was not enough. I practiced it before my wife until I am sure she knew it as well as I, possibly better, as I later found out.

The Hour came and I showed up at the studio primed to go. It wouldn't be long until the world would be rocked. The announcer wrote my name on a piece of paper along with my reason for being there and motioned for me to follow him into a little room that seemed quite blank with the exception of a Mike in the middle of the floor.

Before the announcer began his work he told me to talk with the Mike at my side and not directly into it. This, he said would drown all lip noises. I

wanted to ask him where I should stand in order to eliminate teeth noises but he motioned me silent and stepped up to the Mike and told 'em all about it. Then he pointed me to the Mike and left the room. I was tempted to follow him but I couldn't move. I did manage to slide up to the Mike and open my mouth. The first time I was unsuccessful but the second time it came, though it was about three notes higher than my normal voice. Anyway I didn't call them Friends of Radioland. I called them Friends and forgot the rest.

It is useless to describe my feelings. They wouldn't stay on paper. I had two conditions all settled in my mind, either of which would have discouraged William Jennings Bryan. The first was that no one was listening to all of this, and why should I go on. The other was that I had been put off in this room with a dead Mike to amuse myself while the real program was going on in some other part of the studio.

Never-the-less, I suppressed that desire to quit and managed to pull my voice down one note, but my teeth were still giving me trouble. I broke the enamel on three of them getting over the first paragraph. It is now my life's ambition to see a man with false teeth and my nervous disposition talk in a Mike.

And those S's. If I'm ever called on for another speech I am going to write one without a single S in it. How well I remembered having heard so many voices over the radio s-s-s-sing those S's. I thought I could do better but how I sang them! I remember particularly well the word "tasks." I pronounced it as though it were spelled tasktzz and I didn't miss a single S or Z.

As for position, I must have had it. I remembered my instructions to talk

(Continued on page 14)



## *Monthly Statement from Accounting Department*

Believe it or not—the Accounting has successfully passed the month of March without a marriage or a birth or anyone leaving the Company. Now ain't that sumptin'?

On February 15th, Mrs. Marion Bridge, of the Eastern Texas Electric Company Voucher Department, left the folds of the Company to explore the wilds of Mexico and Central America on a scientific expedition. We wish Marion the very best of luck and success on this adventure.

W. D. McGraw has resumed his duties after a week's illness; receiving a hearty welcome from Jimmie Linnehan on his return to the office.

Mr. Murray recently spent several days in Houston and Austin in company with Mr. Terrell conferring with our attorneys.

Anyone desiring lessons in courtesy, particularly the picking up of bundles which have been dropped by a lady, should communicate at once with Joe Blanchard.

## *Distribution Flashes*

Jim Coltharp, who was married recently, can't fry hard boiled eggs. Jim bought some eggs from Shorty Herrin the other day and of course not thinking anyone would bother them, left the eggs on his desk. Some of the boys took three of them over to the Substation and boiled them hard and then slipped them back in the bag. Jim tried to make Shorty replace the eggs and even had him believing that he had actually sold some hard boiled eggs. Jim would like to know who boiled them.

Charles Ingraham enjoyed a day or so in Joplin, Mo., the first of the month, driving his father and mother that far on their return to their home in Jackson, Mich. They spent the winter with Mr. Ingraham and family.

Mrs. Irene Rouse of the Service department has been sick for several weeks.

Sunday papers on March 22 carried the following interesting announcement: "The wedding of Miss Dorothy Smith

to Mr. A. F. Briggs will be celebrated some time in April." Well, you didn't surprise us, Briggs. We're only wondering how you held off as long as you did, for we warned you when you came down from Boston a year ago that you couldn't resist these Beaumont girls.

J. B. Crapp and C. C. Jordan spent the day with the Beaumont Meter Department a few weeks ago checking standards.

A. E. Read and J. H. Smith have gone to Navasota to conduct a service check in that division which will require about a year. They have just completed a similar check in the Liberty division.

## *Production Paragraphs*

The Production Department has been running along for a month without a superintendent. It takes cooperation and organization to make success of such a venture. However, the department is looking forward to having a new boss before long.

A production department tennis tournament has been under way for several days. Every member plays seventeen matches and the city courts look like a Gulf States picnic every afternoon. A dozen tennis balls will be awarded as first prize and two moth balls for booby prize.

O. K. Beard made a recent trip of inspection to the Louisiana division recently and was accompanied by G. A. Jernigan, superintendent of transmission and distribution of the division. The trip included a visit to the Lafayette substation where new synchronizing equipment has been installed.

The larger generating unit at Neches station is back in service after the completion of its annual inspection under the supervision of J. B. Colter, Westinghouse engineer. The unit is running satisfactorily and we are all set for the summer peak.

Mr. and Mrs. H. R. Sharpless were at the company party at the Y. M. C. A. The gang was glad to see him and nobody was more welcome than our old superintendent who is now turning out the steam and KWH's for the Gulf Refinery at Port Arthur.



# Plain Talk Asks Pictures in Contest

## *Building up Kwh Load at Liberty and Dayton*



Ellis Taylor  
District Representative

If it's a record you're looking for, you might pause awhile and admire the sales figure of Liberty and Dayton for March and the young man who figured largely in making it. Ellis Taylor is the name and in March he sold 369 residential customers an average of approximately \$7.50 worth of electrical appliances including 10 Westinghouse ranges, 2 General Electric refrigerators and 2 water heaters. Wow!

## *McCann Talks to Advertising Club*

John R. McCann, Assistant to Commercial Manager McChesney, and President of the Reserve Officers Association of Beaumont, was guest speaker at the regular meeting of the Beaumont Advertising Club on March 24. Mr. McCann, who addressed the Ad men at the invitation of Kenneth Sutton, who was Chairman of the Program Committee for the day, discussed advertising from the layman's viewpoint.

Have you seen the new Photoflash lamps which have taken the place of the old smoky, messy flashes that used to go off with a bang every time a picture had to be made indoors? Remember how everyone in the pictures looked like he had just heard that the world was about to come to its long-heralded end? And how the smoke used to settle over the ice cream at a banquet until it looked as if it had been sprinkled with sawdust?

The Photoflash lamps are the berries for making indoor pictures. It does not take an expert to get good results with them and they are not expensive to use. Plain Talks has been suffering from a decided lack in good pictures of its friends and readers lately and so we're going to give all the ambitious amateurs and interested members of the Company family a chance to break into print and earn a monthly prize in a new contest, beginning with the next issue.

Here are the rules of the contest:

1. For the best picture of an employee of the Gulf States Utilities Company or Eastern Texas Electric Company, or his or her family, made with a Photoflash lamp, a monthly prize of \$1 will be given.

2. Each picture submitted for the prize must be accompanied by the names of the subjects together with any other information which would be of interest to readers of Plain Talks.

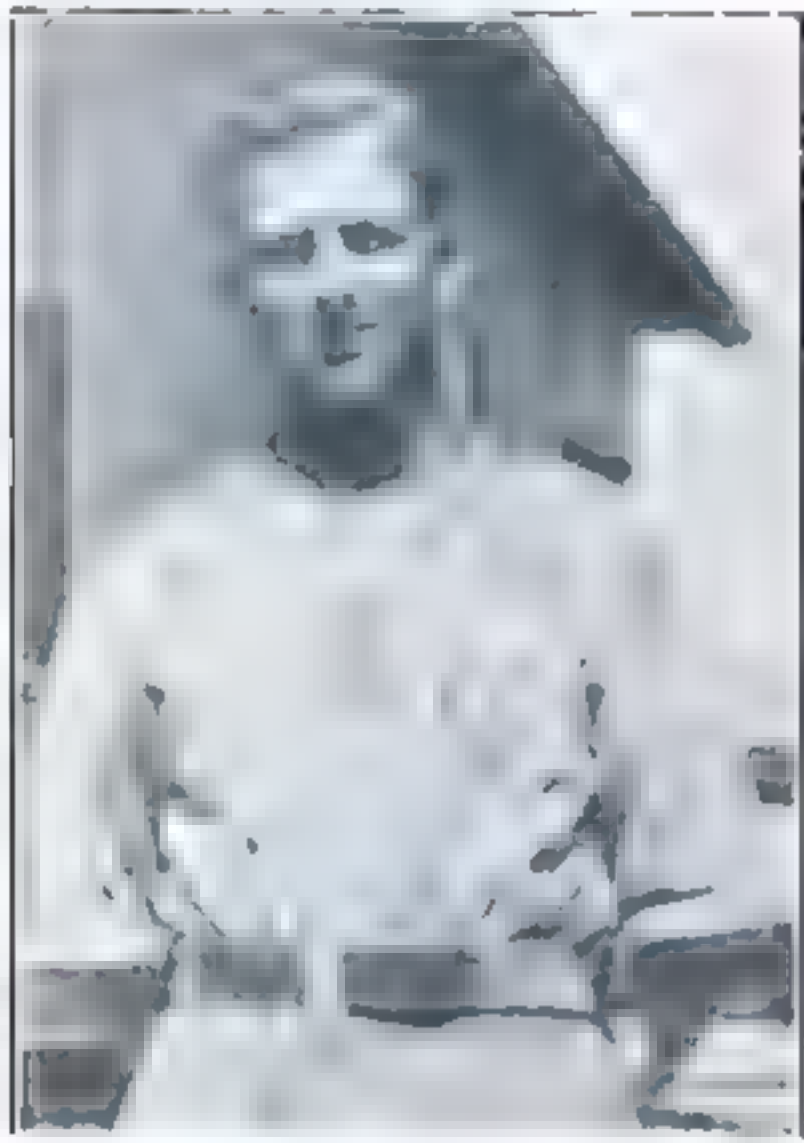
3. The pictures must be in the hands of the editors before the 18th of the month.

The editors reserve the right to return the pictures, as in most cases the owner can at a very slight cost have extra prints made from his negatives. Any type of camera can be successfully used. Unusual results can be obtained with a little care and the photographer can have some intimate pictures made in the privacy of his own home, and of himself even, if he likes the idea, to reward him for his pains. Then there's the \$1 prize for the best shot of the month.



# News of the Month from

## Hebert Turns Pro



Here we see Sidney Hebert as he used to play on the G. S. U. Co. team in Port Arthur. Sidney recently signed a contract to play with the Beaumont Exporters and of course gave up his job with our Company. From all reports, we believe that Sidney has a bright future ahead of him and his many friends of the Gulf States will be watching his progress with interest.

A McGraw-Hill man made the statement the other day that the car barn and bus garage were the cleanest railroad property he had ever seen. The Port Arthur boys can be justly proud of this compliment.

Paul Abshire of the Transportation Department has been off several days due to the sickness of his mother. We are glad to hear from Paul that his mother's condition is improved.

By the way, the boys down in the Engineering Department are still wondering why "Pop" (J. D.) Jordan bought a bunch of fancy tapestry and bedspreads the other morning. We can see why K. P. Brock made a few purchases, but Pop has us wondering. Sill water runs deep.

*March Plain Talks*

## Salesmen have Big Campaign Breakfast

Monday, March 16, 1931, at 8:30 A. M. an electrically cooked breakfast was served to the members of the Commercial Department of the Port Arthur office, with Superintendent L. E. Thorne and Chief Clerk Fred Davis as guests.

The breakfast was prepared by Mrs. Mamie Voyles and served by Miss Mildred Lee Smith and Mrs. Bessie Carter. J. B. Bishop acted as toastmaster and gave a very interesting talk on electric cookery and why we sell electric ranges. Mr. Thorne gave a talk on the general business conditions of Port Arthur and the future outlook for merchandise sales. Mr. Davis discussed the importance of a good credit rating on all customers before we sell them merchandise.

There was a general discussion as to business conditions in Port Arthur and the chief obstacles in making sales by the D. R's.

Alton Pressler tells us that each mechanic at the bus garage has a brand new work bench. These benches are the very latest out and are provided with space and locks for all tools.

The new Westinghouse Automatic Range and the General Electric Refrigerator used at the Cooking School held in Port Arthur, March 17-18-19, was furnished by the Gulf States Utilities Co.

On March 7th, Nancy Keith arrived at the home of Mr. and Mrs. Cecil Keith. Cecil tells us everyone is getting along fine although "Papa" is losing a little sleep, "walking my baby around the house."

Vacations over in the Production Department have begun early this year in order to give some of the boys over in the ice plant a few extra weeks work. L. C. Pace and C. Bean left on their vacation on the 16th and W. A. Cotton and I. J. Teal are back on the job.



# *the Port Arthur Gang*

## *Speedy Gets Caught*

One night C. E. McMillian (Speedy) of the Line Department went out to Mr. Stanley's to play dominoes. The game broke up and Speedy got home about 11:00 P. M. His mother was cooking breakfast and she got Speedy on the carpet for staying out all night. Here is how it all happened. The alarm clock went off, and Speedy's mother thought it was morning and got up and started cooking breakfast. Naturally when Speedy came in she thought he had been out all night.

K. P. Brock purchased 3 wedding rings to take with him to Houston over the week-end. Maybe this explains Kirk's day-dreaming lately.

A Boute of the Power Plant has been in Beaumont, Silsbee and Sour Lake the past few weeks doing some repair work.

Miss Maude Hilderbrandt was off several days with the mumps but is back on the job this week.

Mr. Bishop tells us he is very proud of the new overhauling and paint jobs on several of the Commercial cars.

Ed Durant, porter, came through the office the other morning with his clothes smoking and quite a patch burned out. Ed says he left his pipe in his pocket but the boys at the office tell us that Ed just got in a hurry. Ed has hard luck. One time he was delivering some acid to the power plant and the can leaked and Ed said "It et his pants leg off, but it was winter and he had on another pair."

G. P. Fillingame has ducks and hens setting all around. For awhile he couldn't find a single hen or duck to set but now he has too many and has run out of eggs. If they all hatch and do well he will have ducks enough to take care of any shortage next fall.

## *Keep an Eye on Red*

Zabriskie of the Power Plant tells us he and "Red" Figari were riding through town the other day and "Red" asked him for a match to light a cigarette with. Zabriskie handed him his cigarette lighter and "Red" lighted the cigarette and threw the lighter out the window.

Leo Hebert is now working in the Accounting Department taking over his brother's job. We are sure Leo will make many friends among G. S. for Fred Davis tells us he has Sydney's curly hair and bright smile.

A. F. Gager of the Meter Department can sympathize with Perdue of the Power Plant. Perdue forgot to pay his income tax and got a notice to come and pay it. The fellows of the Power Plant have Perdue believing that he will be sent to jail for about 5 years. Perdue read an article in the Port Arthur News that anyone willfully neglecting to pay their income tax would be fined not more than \$10,000.00 or 5-years in prison, or both. Perdue can't do both and his option will be the 5-years in prison.

Jules Naquin, A. J. LeBlanc and J. H. Watkins attended an Employees Training School at Houston to get the latest news on ice sales and refrigeration. The school was conducted by Hugh N. Leiper.

## **SCOTTISH PRIDE**

Sandy was a leader of the kirk. His increasing redness of nose very much alarmed his brother elders, and a delegation waited for him to inquire the reason for the increasing color.

Sandy explained thus: "It is glowing wi' pride at never putting itself in any body's business."

First Picnicker: "Isn't this an ideal spot for a picnic dinner?"

Second Ditto: "It must be. Fifty million insects can't possibly have made a mistake."



## *Telling the World*

(Continued from page 9)

beside the Mike and it seemed as if my head was caught in a vice beside it. I was nearly cross eyed from trying to see the Mike without turning my head.

I was certain that I knew my speech. Nevertheless, I had a typewritten copy of it in my hand, and every time I needed to glance at it for assurance I held it at arm's length so that the rattling of the paper wouldn't be heard in the Mike.

Here's where I learned another lesson. If I'm called on again for a speech, the pages are going to be fastened together permanently. As I was turning from page three to page four it slipped and I was holding page one in my hand while the other sheets floated gently down, like a snowbank about my feet.

I had two alternatives. One was to try and finish without the paper. The other was to manage in some way to get hold of it again. I decided in favor of the latter.

Being careful to not turn my head from the Mike, I deliberately collected the papers with my feet. Then, when I had them in a neat pile I stopped, cleared my voice and ducked. I came up with the paper all right, and I soon had the sheets arranged in their proper order and the speech was on again.

By this time I was calmed down a little and things looked better except for one thing. There was a glass panel in the wall ahead of me and a certain fellow made it his business to put his face to the glass quite frequently to watch me in my misery. He seemed to receive quite a kick from my condition. I was strongly reminded of the old fifteen reelers that used to draw me back each week. Many of us, no doubt, remember about the fourth or fifth reel in which the hero was invariably locked in a water-tight room and the water was rising to his chin as the villain watched with vile glee through the window. Well, this was a reproduction of the same thing in real life.

By this time, my speech was nearing a close and well it might be, for from the clock on the wall I learned that it lacked less than one minute until ten o'clock. I knew that I had better be done by ten if any one was to hear my conclusion, for certainly it would have required more than my oratorical ability

## *New Five Star Men*



J.W. Mayton F.B. Gaskin

## *March Gold Stars*

T. F. Brown  
D. Duhon  
I. H. Ferguson  
H. H. Goza  
F. A. New  
R. L. Peavy  
A. N. Rickerson

## *Death of Mrs. Walker's Father in Montana*

Plain Talks joins the entire Company in extending sympathy to Mrs. Tom P. Walker whose father, William S. Pyle, passed away suddenly at Dillon, Montana, March 25. Mrs. Walker reached home in time for the funeral on March 30.

to keep them from turning the dial when the clock struck ten, especially with Amos testifying in Andy's behalf.

I made it as the gong sounded. A loud speaker over in the corner of the room took up where I left off and told the world that station KFDM was continuing the program. Boy! the air felt good as I left that room, but being a hog for punishment I'm ready for another shot.



# Ready for the Evening Run



Here is a group of operators snapped in front of the Trainmen's Building in Beaumont just before going out to begin their afternoon shift.

Front row, left to right: C. N. Lazenby, E. L. Beeson, T. C. Carter, W. H. Ahrendt, T. H. Howell.

Back row, left to right: A. N. Ricker-son, F. B. Gaskin, A. Erwin, W. L. Cog-gins, W. E. Philpott, J. A. Senters, C. A. McMillan, T. F. Brown, V. M. Ste-phenson, J. Kotulan and Luther Raley, dispatcher.

## Another Record

It has been the ambition of the Port Arthur Operators for the past three years to have a 100% on the DAY OFF LIST, in other words, for every Operator to be on this list in one month. For the first time, this ambition is now being realized, because during this month of April, every Operator of the Port Arthur Division will be given one day off with pay. This also means that there has not been a chargeable accident in the Port Arthur Division for over three months, a very commendable record to say the least.

## Proud Papa

J. P. O'Neill, of Graybar, is a proud papa. John Patrick O'Neill, Jr., was born March 28. Mother and boy are doing nicely.

## H. Perry Stanford

Another veteran in the service of Eastern Texas Electric Company passed away when H. Perry Stanford died suddenly while at work at the car barns in Beaumont March 30.

He had been employed as a carpenter with Eastern Texas Electric Company for ten years. He was 56 years old and is survived by his wife and nine children, one of whom, R. W. Stanford is a motorman on the Beaumont-Port Arthur Interurban.



# Navasota News



Our smaller towns are fast catching up with the big ones in modern lighting ideas. Big corporations, such as the Humble Oil Company whose station is shown above, are showing the way.

## Pertinent Personals

N. J. Barron, our Chief Engineer, spent his vacation traveling around southeast Texas and Louisiana. He visited in Houston, Orange, Beaumont, Lake Charles and Baton Rouge and reports a grand time.

"Rip" Ripple was laid up for about a week due to having his tonsils removed. He went around whispering for awhile, but is O. K. now.

That old 'Chivvy' fever seems to have the best of the Navasota gang. E. H. Pintsch, N. J. Barron, E. M. Ray and Tommy Tompkins are all sporting Chevrolet cars and are they proud?

It is rumored that Johnny Knapp and Ralph Tucker are regular tennis sharks, with Jack Jett and the plant crew running them a close second. Every Saturday afternoon and quite a few other days we find the courts crowded.

It was mighty nice to see J. R. Kirby and Jess Chandler back in Navasota for

a short visit. We've missed them since the construction crews left.

Agnes Jameson, "the Division Superintendent's Secretary" is breaking into print in a big way. She has rented an apartment all her own! No, don't be getting ideas, her mother is going to make her home in Navasota. We are glad to have Mrs. Jameson with us again.

WANTED—directions on how to operate a bottle warmer. Ralph Tucker bought a warmer, lost the directions, and is afraid Miss Nancy Anne will starve before Westinghouse sends him some more.

We are mighty glad to have W. G. Schoppe join our garage force. He takes the place formerly held by J. M. Smith.

"Tommy Tompkins" is the hot new painter down at the Division garage. How did he get that way? He attended a paint school at Houston, not to mention the I. C. S. course.



### AN HONEST MAN IN NAVASOTA

You have heard of the proverbial 'honest man' that is always being sought? We've found him in none other than Emory Barrett. Emory evidently thought that he hadn't earned his last check, so, being a perfectly honest fellow, he went right down and deposited it to the credit of Gulf States. He got quite a jar when the bank called and suggested that he make a deposit to cover the checks that were coming in. It took a lot of persuading, according to him, to get the account in his name, too.

### *Caldwell Notes*

Jack Allen our chief electrician has been in King's Daughters Hospital in Temple.

Hubert Burns assistant electrician and operator is relieving Mr. Allen while he is ill.

T. A. Sandidge recently returned from his vacation spent in Louisiana. Mr. Sandidge reports a very pleasant trip with the folks at home.

Oscar Broaddus our genial ice deliveryman is a very busy man these days preparing for the coming ice season.

We were delighted with the showing A. B. Wilson made in the speaking contest. He went to Beaumont as a representative of this district, and we take this opportunity to congratulate A. B.

W. G. Clarke recently returned from a trip of inspection of the cold storage plants at Luling, Gonzales, Lagrange and a few other towns in central Texas. This trip revealed quite an interesting set up with the farmers and storage plants in these communities.

The South-West Telephone company is planning quite a few improvements in Caldwell. a new office is nearing completion, cables will be installed, and we are expecting some joint construction when the construction crew begins work here.

I. C. Moore accompanied by Mrs. Moore spent a weekend in Beaumont recently.

### *Geo. R. Fulton Succeeds Harry Sharpless as Production Superintendent*

Elsewhere in this issue of Plain Talks the Production department sends in its boast that for a month it has managed very successfully to get along without a superintendent. But such boasting always is short lived and now the word comes that a new boss is slated to arrive about April 20 from Richmond, Va.

He would have been here sooner except for the fact that he decided not to brave the perils of the Lone Star state alone and is bringing a bride with him.

George R. Fulton, our new Superintendent of Production will be here before our next issue, and Plain Talks bespeaks a cordial reception for him and his wife. We'll be able to tell you a lot more next month.

### *T. M. Keiller's Father Passes Away*

The many friends of T. M. Keiller, formerly power sales engineer with the Texas Division and now assistant superintendent of transmission and distribution of the Louisiana division, will be grieved to learn of the death of his father, Dr. William Keiller who passed away in Galveston February 21.

Dr. Keiller was an outstanding authority on anatomy and had been a professor in the medical school of the University of Texas for many years. He received his medical education in Scotland, having been born in Midlothian, Scotland, in 1861.

### *Daniel Honored*

I. F. Daniel, superintendent at Cleveland, received a signal honor at the annual banquet of the Chamber of Commerce when he was elected secretary and a member of the board of directors of the body. He had been in Cleveland only nine months when he received this recognition from his fellow townsmen and Plain Talks extends congratulations to him and to his city in knowing a good man.



# How's Your HEALTH?

by Dr. W. F. Thomson

## *The Milky Way*

When the milk is in the bottles  
And there's dust upon the caps,  
And the flies are just a buzzin'  
From the garbage can, perhaps:  
When old Tabby gets out early  
And cleanly tongues the rim,  
And the slanting rays of sunshine  
Stirs the germs within;  
Oh, it's mighty hard on baby,  
Such a tiny little chap,  
When the milk is in the bottle  
And there's dust upon the cap.

◆  
Spare the ice and spoil the milk.

◆  
Pasteurized dirty milk is dirty milk still.

◆  
You can't keep a clean baby in the crib when there's dirty milk in the refrigerator.

◆  
Better to call the dairyman down than to call the doctor up.

◆  
A healthy cow gives only clean milk . . . it's man's insanitation that makes it otherwise.

◆  
Milk is, of course, the universal food provided by Nature for the nourishment of her mammalian young. It contains all the necessary elements for the growth and development of the mammal, and with these elements properly proportioned. It is the only instance recorded where one can get a complete dinner out of a bottle, naturally. That milk is also an ideal food for the microbe inhabitants of the bacterial world is our misfortune.

◆  
Therefore milk, to be safe for susceptible babies, must be clean milk . . . milk from which all possible sources of dangerous contaminations have been excluded . . . "Grade A Milk", produced in strict compliance with the provisions of

"Texas Standard Milk Ordinance". To be entirely safe for human consumption, milk must be produced from cows known to be healthy. Because milk is the universal food for young children, and because children are particularly susceptible to tuberculosis, it is imperative that it shall be only from cows known to be free from tuberculosis . . . from cows that have been "tuberculin tested" and found "negative".

◆  
Because milk is an ideal culture medium for all bacteria . . . for disease producing bacteria, especially, it is also imperative that it be handled only by persons who do not harbor the bacterial agents of communicable diseases. Obviously, one who has tuberculosis in the active stage should not handle milk or other food intended for the nourishment of children . . . or others.

◆  
There are many instances on record of milk-borne epidemics of "septic sore throat" . . . the milk supply having been contaminated by the infectious secretions from the throats of milkers and milk handlers. As recently as 1929, a milk borne epidemic of scarlet fever swept through a college at Berea, Kentucky. The contamination in this instance was traced to the infectious throat secretion of student waiters who were harborers of the scarlet fever germs.

◆  
But the safety of a milk supply does not end with delivery to the consumer's door. Continued preservation by maintaining the supply at low temperature is essential . . . and what is more dependable for this purpose than G. E. refrigeration? As a matter of fact, dependable refrigeration now plays an important part in the preservation of health . . . in the preservation of the health of young children, especially.

◆  
Oh, when the milk is diluted with water polluted the doctors are busy as bees.



# plain talk

## *Boys will be Boys*

Operator Felix New of Beaumont probably saved a youngster's life when he saw the boy climbing a tree to recover a kite that had fallen into its branches. He saw that the boy was near some transmission wires and stopped his car and yelled to him just as he was reaching out to take hold of a transmission wire as he climbed. New was formerly an employee of a light and power company and sensed immediately the danger he was in.

The boy stopped and the Operator explained the situation and induced the boy to come down and leave his kite. The act probably saved the youngster's life as the wires near which he was climbing carry 1200 volts of direct current as well as 220 volts of alternating current on the lower crossarms.

Plain Talks congratulates Operator New on his quick thinking and asks on behalf of the Company that a sharp watch be kept for similar potential accidents. Boys will be boys and none blames them for wanting to save a good kite. It is up to employees of the company to encourage in every way possible the flying of kites where there is no danger from overhead wires.

## *Our G. E. Lady*

Cool, comfortable and neat, the lady on this month's cover might be any owner of a General Electric refrigerator. She is a modern housewife who knows how to get things done at home as well as her husband does at his modernly equipped office.

We hope you like our G. E. lady. We hope you will not forget to help make more housewives like her by seizing every opportunity to add to your information about the General Electric Refrigerator and to tell your friends who do not have one how much more satisfactory and economical it is to enjoy electrical refrigeration the G. E. way.

## *Did You Know That*

Gulf States Utilities Company was incorporated in Texas on August 25, 1925 and shortly afterward acquired the Orange Ice, Light and Water Company and the Port Arthur Ice and Refrigerating Company?

In June, 1926 the light and power properties of the Eastern Texas Electric Company (Texas) and the light, power, gas, water and ice properties of the Louisiana Electric Company were acquired?

In April 1929 the southern division of the Western Public Service Company was acquired and from time to time several other small utilities were added?

Of the total 1930 gross revenue, 84% was derived from electric service, 11% from ice, 3% from water and 2% from gas?

The residential customers in the territory now served by Gulf States Utilities Company paid an average of 7.6c per KWH in 1930 compared to 11c in 1926, the 31% decrease in rates being made possible through better organization, economies in operation and the merchandising of electrical appliances?

In the Texas Division the average annual use of electricity per home customer which is now 500 KWH was potentially increased 2 KWH through the February triple appliance sale alone?

And that an additional 5 KWH should be added for each 100 electric ranges sold?

## PLAIN TALKS

Vol. X No. 3

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Published monthly by and for employees of Eastern Texas Electric Company and Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.



# - - - Applesauce - - -

## ELECTRIFIED

Judge, to prisoner: "What is your name and occupation, and what are you charged with?"

"My name is Sparks. I'm an electrician, and I'm charged with battery."

Judge, after recovering: "Officer, put this man in a dry cell."

## NO VOTE FOR HER

At Denver some time ago a colored woman presented herself at a registration booth with the intention of enrolling and casting her first vote in the ensuing election.

She gave her name, her address, and her age; and then the clerk of registration asked this question:

"What party do you affiliate with?"

The woman's eyes fairly popped out of her head.

"Does I have to answer dat question?" she demanded.

"That is the law," he told her.

"Den you just scratch my name offen de books," she said. "Ef I got to tell his name I don't want to vote. Why, he ain't got his divorce yit."

And out she stalked.

## THE REASONS

"Oh, what a strange looking cow" exclaimed a sweet young thing from Detroit. "But why hasn't it any horns?"

"Well, you see," explained the farmer, "some cows is born without horns and never has any, and others shed theirs, and some we dehorn, and some breeds ain't supposed to have horns at all. There's lots of reasons why some cows ain't got horns, but the big reason why that cow ain't got horns is because she ain't a cow—she's a horse."

## GETS THE VOTES

The humor of English political campaign speeches, at its best, is unsurpassed. When the late John Morley had finished an oration by requesting his hearers to vote for him, one man jumped up and shouted angrily. "I'd rather vote for the devil."

"Quite so," returned the unruffled statesman, "but in case your friend declines to run, may I not then count upon your support?"

## PERFECTLY SIMPLE

"Yes, this is Mr. 'Arrison. What? You can't understand me. This is Mr. 'Arrison—haitch, hay, two hars, a hi, a hess, a ho and hen—'Arrison."

## SAME OLD STORY!

Judge: "You admit you drove over this man with a loaded truck?"

Driver: "Yes, your honor."

Judge: "And what have you to say in your defense?"

Driver: "I didn't know it was loaded."

## TRUE TO FORM

Scotty (to the girl at the lunch counter: "I'd like a couple of hard boiled eggs to take out."

"Alright," replied the waitress with a smile, "you'll have to wait. Mamie and I don't get off until ten."

## CONSPIRACY

"Excuse me, Mrs. Smith," said the cashier, "But this check of your husband's appears to have been altered, and a zero added after the five."

"Oh, you're going to side with him again, are you? It's disgusting the way you men stick together."

## FOLLOWING ON

It was the first time an automobile had reached this remote district and a native seeing it was thoroughly astonished as it flashed by in a cloud of dust.

"Well," he exclaimed, "the horses must a bin goin' at a good speed when they broke the traces!"

## DRAFT THAT DRAFT

A clubman, after a sporty evening with plenty of liquid refreshments, arrived home about 1 A. M. Fumbling for his key he found that he had forgotten it, so he tumbled into the hammock on the lawn and was soon fast asleep. He woke shortly after daybreak and saw his wife regarding him severely from the open window of their bedroom. "I shay," called the muddled one from the hammock, "chut that beastly window, will you; I'll catch my death of cold."



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SOMETIMES WE ARE SWAMPED  
WITH WORK BECAUSE WE ARE  
LOADED DOWN WITH UNFINISH-  
ED BUSINESS - - - WE DO NOT  
CLEAN UP THE FINAL DETAILS  
OF EACH TASK BEFORE DIVING  
INTO THE NEXT ONE.

THE FELLOW WHO IS ALWAYS  
SITTING ON TOP OF HIS JOB IS  
THE MAN WHO FINISHES JOB  
NUMBER ONE AND THEN TACK-  
LES JOB NUMBER TWO - - IT'S  
GREAT TO BE A FINISHER.

C. F. TERRELL

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